

Headline: **Banking Fraud Protection Made Simple - A New and Simply Brilliant Concept**

'Banking fraud protection.' 'Simple and easy.' Those two terms don't typically go together.

But they do now. Because making complex things simple is AimBrain's purpose. It's our founding philosophy. It's our mission.

We believe that it's *our* job to make *your* job simpler. We believe that your fraud protection should be simple to implement. That it should be simple to use. And that it should be simply transparent to your users.

That's the purpose of our multi-modal platform.

Our proprietary platform provides the world's only Step-Up Authentication that *automatically* provides the appropriate level of protection for each unique situation. That makes fraud protection simple. It assures the best possible balance between security and the user experience.

And it makes your job *very* simple.

From our perspective, of course, providing all that simplicity is *anything* but simple. That's why no other security solution on the planet offers a single-platform, multi-modal approach to biometric security.

But our unique collection of world-class brainiacs thrives on the challenge of making the complex simple. The tougher the problem we toss their way, the happier they are. (And trust us: the last thing you want on your hands is a bunch of bored brainiacs!)

Biometric platform overview:

Headline: **AimBrain's Smarter Solution Offers the Most Powerful Anti-Fraud Protection On the Market**

AimBrain is the first and only company to employ the smarter risk-based, context-sensitive approach of incorporating multi-modal biometrics into a single patented platform. AimBrain 'learns' the user as the user interacts with their mobile device.

That smarter approach provides as-needed step-up/step-down capability. It increases the accuracy and effectiveness of your fraud protection. It assures the most seamless and transparent user experience possible. And additional industry-first features such as individual module scores and a single combined session score provide a new level of simplified, actionable intelligence.

Put it all together and you have, quite simply, the world's most powerful, most effective, most user-friendly fraud protection solution. All packaged into a single, simple-to-use platform.

Three tabs:

Behavioral: Touch location. Touch pressure. Typing speed. Patterns of movement. Like fingerprints, all are user-unique. AimBrain 'learns' the user's interaction with the mobile device, recording and comparing behavioral patterns and metrics in devising a unique layer of security protection - a layer that's completely transparent to users.

Facial: AimBrain's passive face-modality monitoring provides another highly effective security layer. Face modality monitoring is continuous, yet transparent and non-disruptive to user.

Voice: Provides a very high level of security, but can be disruptive to user. AimBrain can determine when voice recognition is necessary and employ only when required.

Three benefits:

Step-Up Authentication Assures Threat-Appropriate Security

AimBrain is smart enough to know that not every situation calls for a full, rote gauntlet of security. For some situations just facial or touch will be enough. For others, voice. AimBrain's Step-Up Authentication can automatically assure the appropriate level of protection for each unique situation.

Filter Out Fraud — Not Customers

You can be sure that fraudsters will feel some AimBrain pain. But not your customers. AimBrain's unique multi-modal approach to biometric authentication tightens the net around bad guys, while simultaneously making UX as smooth and transparent as possible. AimBrain is the first and only enterprise solution developed from the very start to offer multi-modal capability. This approach serves to minimize risk while maximizing user satisfaction.

Simplify Authentication. Boost Revenue.

Slashing fraud is a sure-fire way to increase revenues. But that's not the *only* way AimBrain will improve your bottom line. AimBrain's improved UX will decrease user drop-off. AimBrain also enables improved time-to-market and increased non-branch market share. And AimBrain's one-package solution helps to cap costs *and* eliminate headaches.